

MASON ROW



Mason Row
Falls Church, VA
October 6, 2015

Site Plan



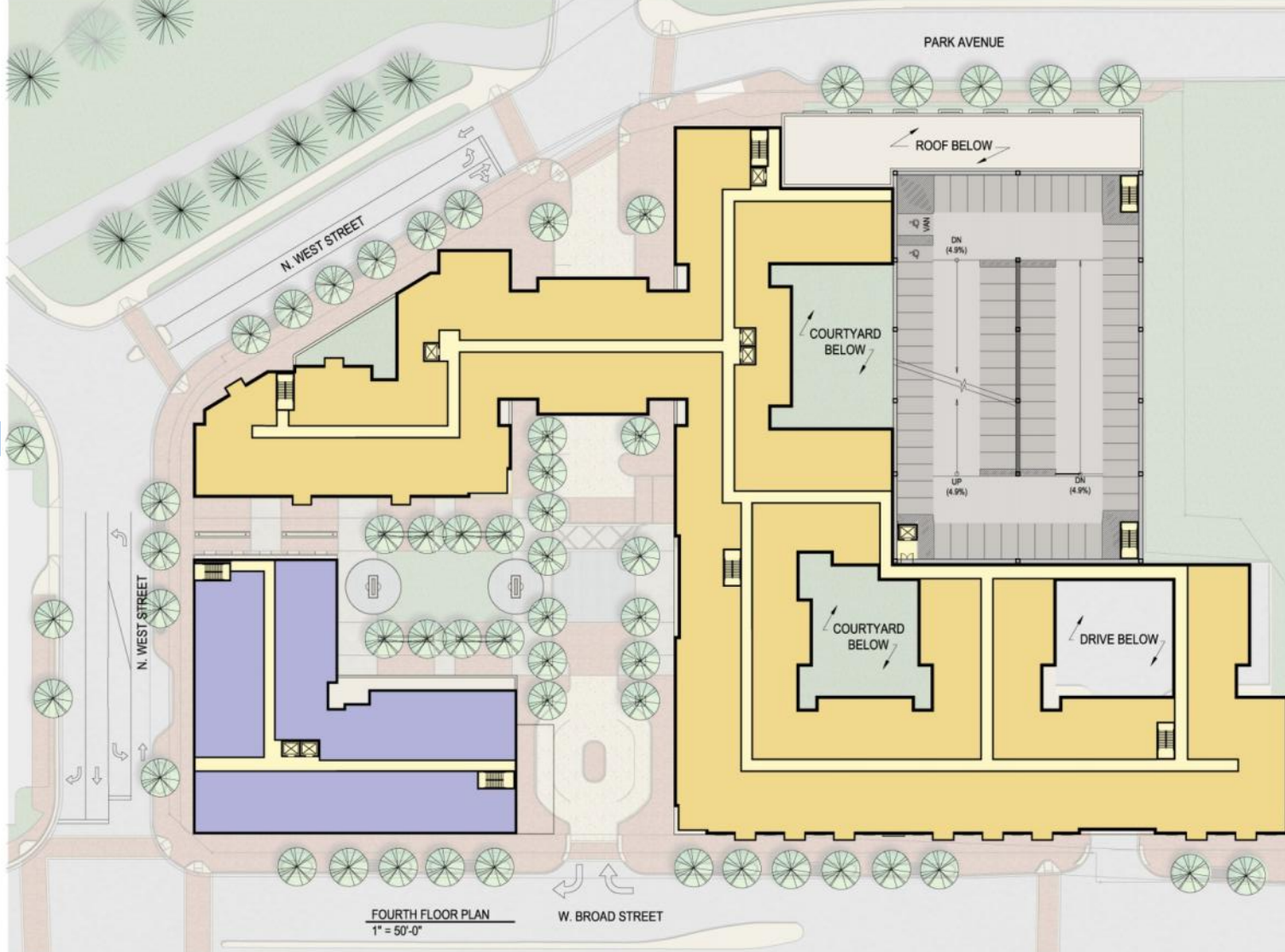
Changes

- New Pedestrian Street
- Removed Loading on N. West St across from W&OD
- Consolidated Loading/Most Trash inside project
- Removed Retail on Park Ave
- Removed By-pass internal road
- Added Left Turn lane on W. Broad St into east access



Mason Row
Falls Church, VA
October 6, 2015

Upper Level Plan



Changes:

- Separated Hotel from Apartments & Moved to W. Broad
- Moved Parking Garage further back into project
- Lowered Height along Park Ave
- Increased Building "Step-backs" along Park Ave
- Reduced building facade along N. West St/Add Res. Plaza



Mason Row
Falls Church, VA
October 6, 2015



Market Square & Mason Ave



Mason Row
Falls Church, VA
October 6, 2015



W. Broad & N. West St Intersection



Mason Row
Falls Church, VA
October 6, 2015



Park Avenue



Mason Row
Falls Church, VA
October 6, 2015



View Along Trail at Park Ave N. West St.



Mason Row
Falls Church, VA
October 6, 2015



Mason Avenue & West Broad St



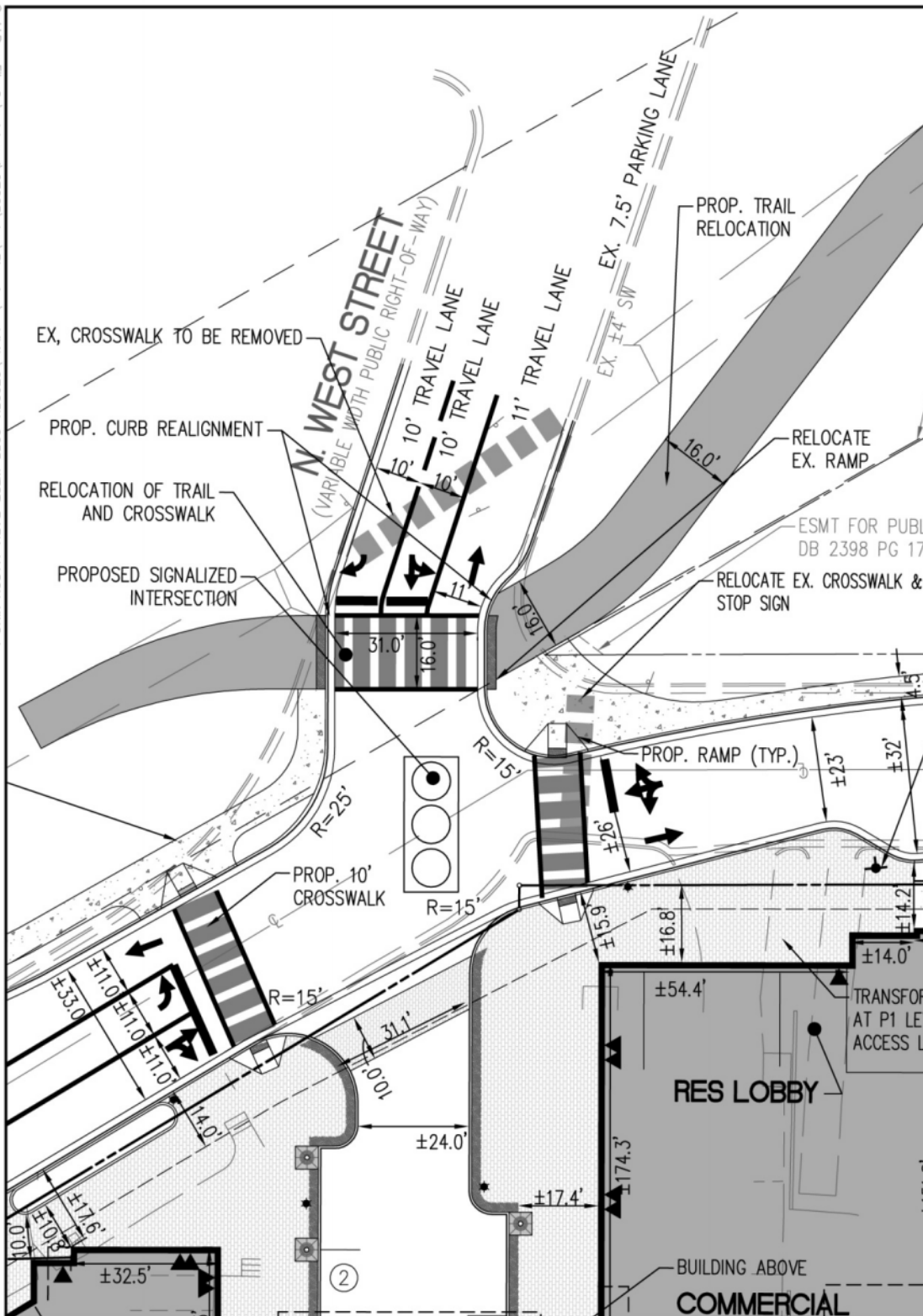
Mason Row
Falls Church, VA
October 6, 2015

Mason Row Building Materials:

- Brick: up to five (5) colors (The Project)
- Fiber cement panel – Six (6) colors (HardiePanel) (The Project)
- Synthetic Stucco – spring moss (prototype for Hotel tower only)
- Synthetic Stucco – grizzle grey (prototype for Hotel tower only)
- Laminated translucent glass (Hotel Tower)
- Concrete panel – Two (2) colors (Garage)
- Green screen – Ivy (Garage)
- Vinyl Windows: single hung/fixed, typ. (Apartments)
- Open windows w/ metal bars (no glazing) (Garage)



Mason Row
Falls Church, VA
October 6, 2015

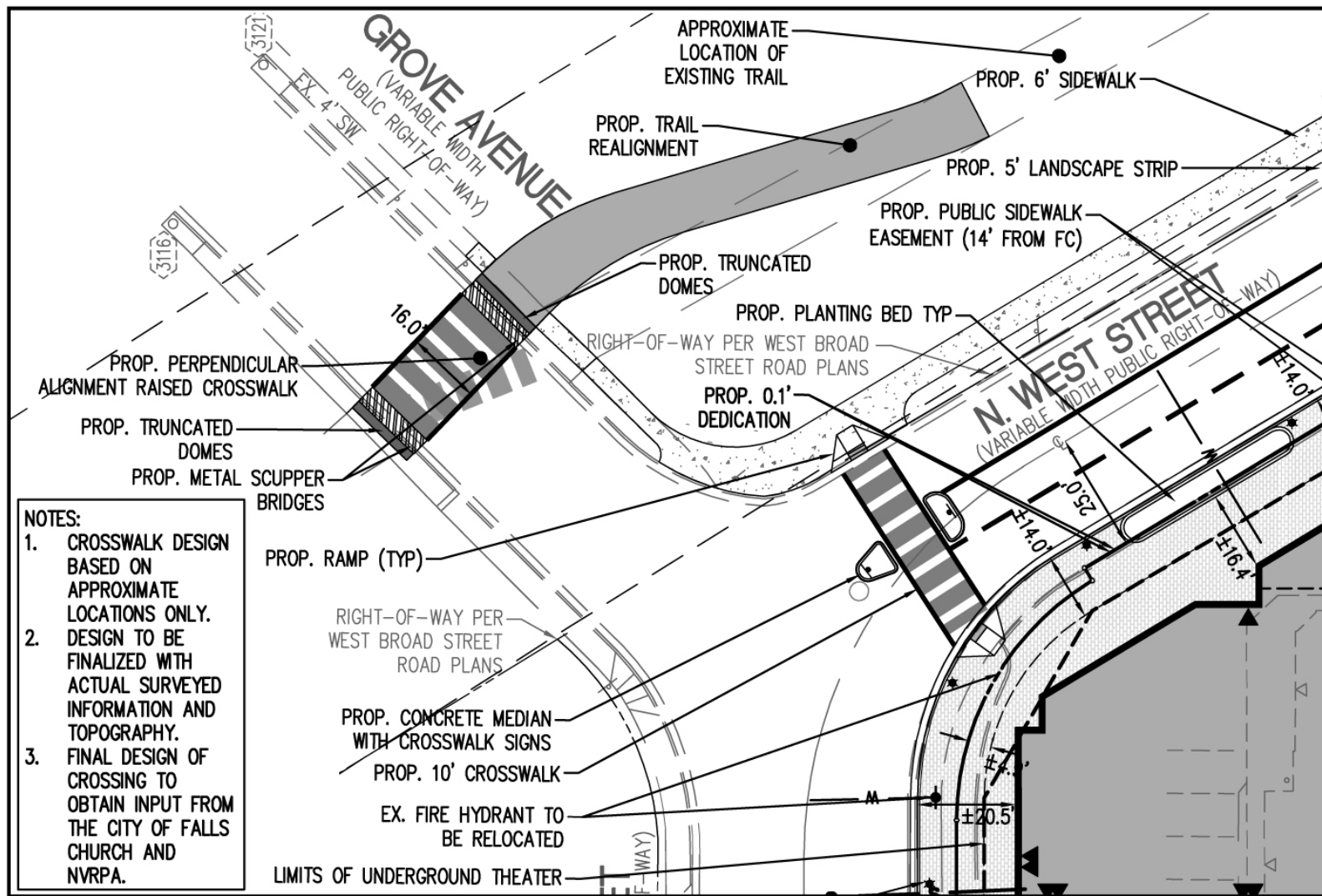


N. West St & Park Ave Improvements

- Agreement with Park Authority on Changes to Bike Trail



Mason Row
Falls Church, VA
October 6, 2015



Grove Ave & N. West St Improvements

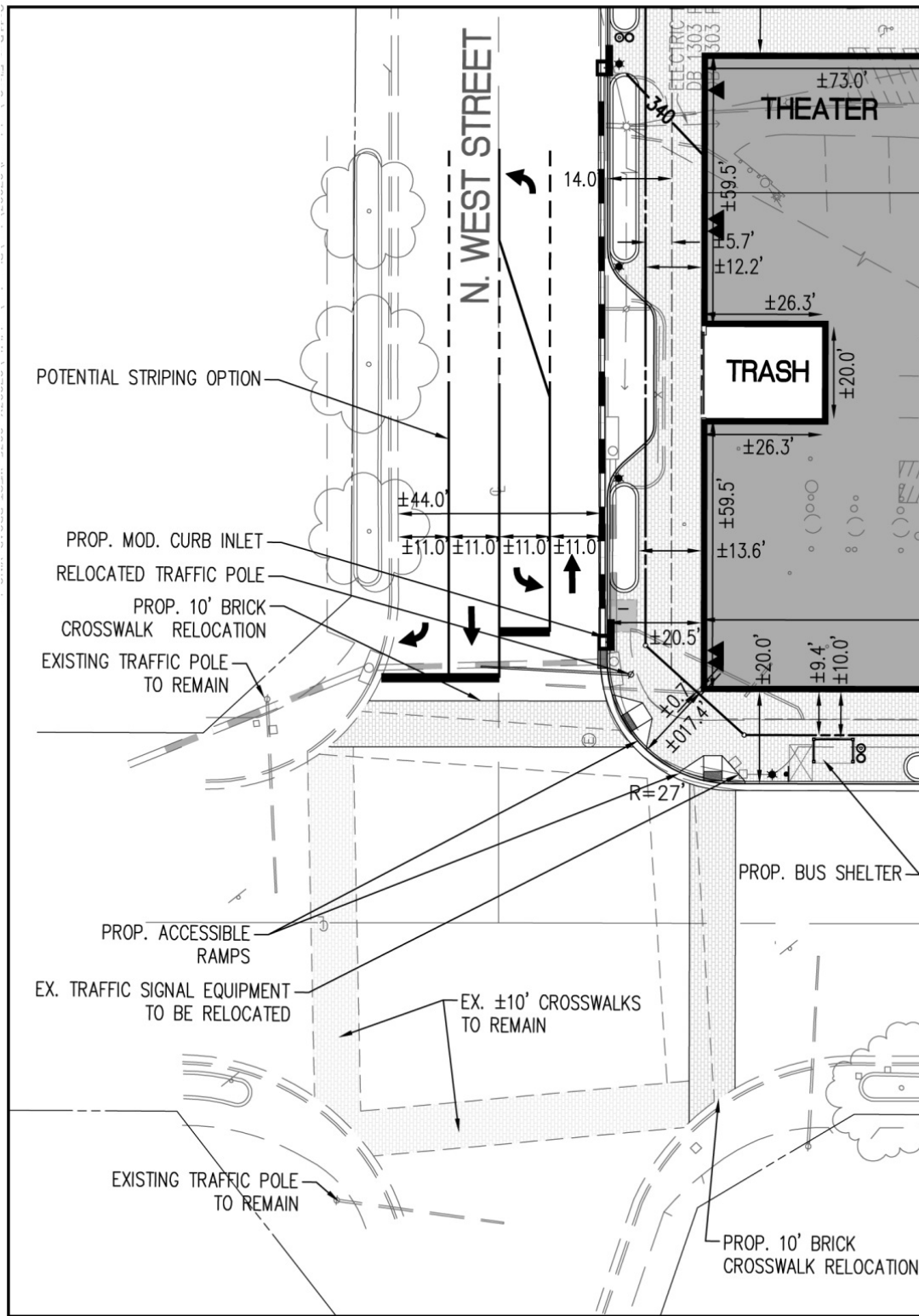
- Raised W&OD Crosswalk on Grove Ave.



Mason Row
Falls Church, VA
October 6, 2015

W. Broad & N. West St Improvements

- Small Off Street Trash Pickup



Mason Row
Falls Church, VA
October 6, 2015

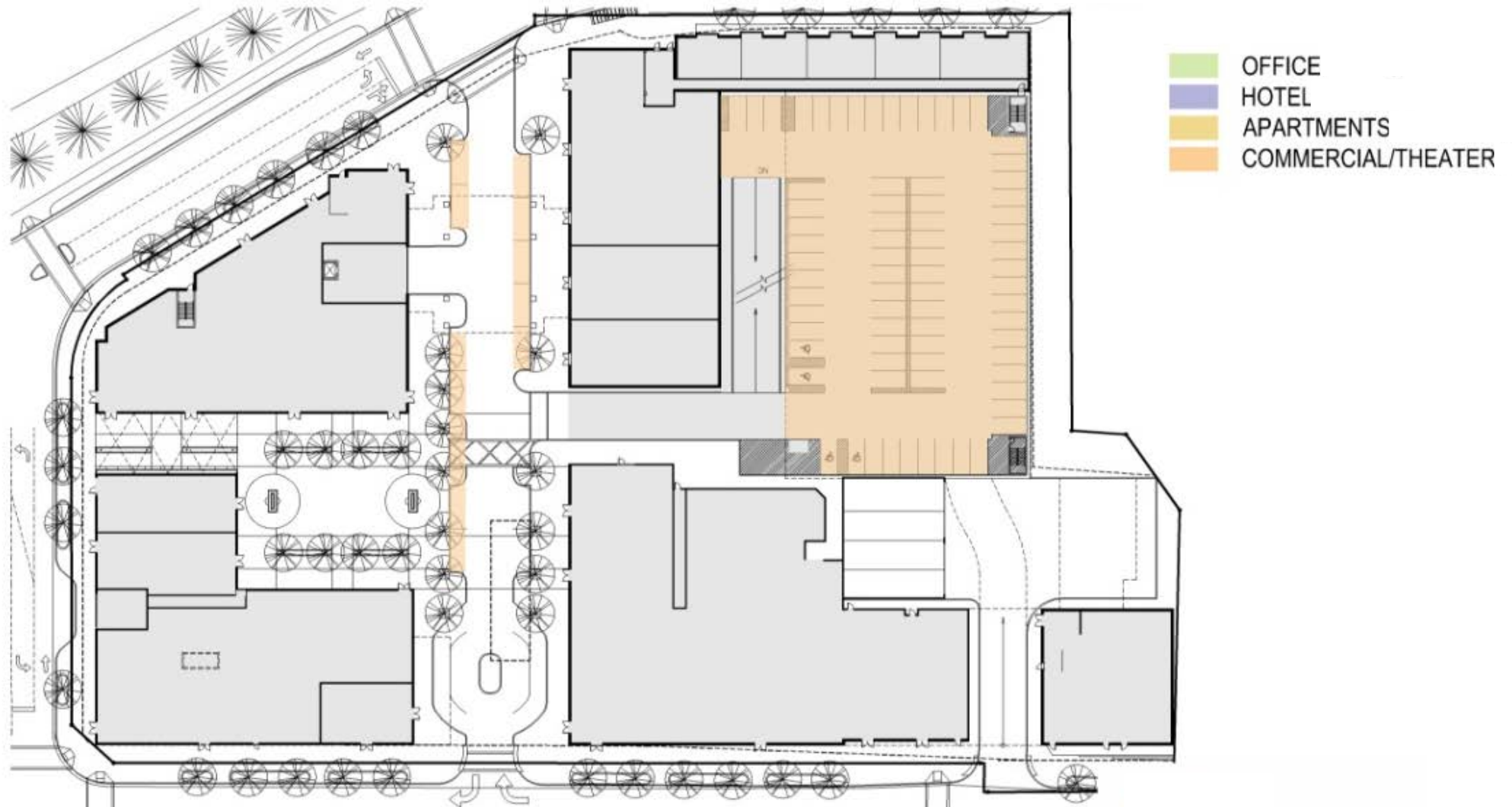
Transportation Impact w/ Total Future Developments and Mason Row:

- Reduced site access from 11 vehicular entrances to 3.
- Intersection of N. West St/W. Broad St – Level of Service D/E. 10% reduction in intersection delays during peak hours. Overall Level of Service Maintained.
- Intersection of N. West St/Park Ave/Mason Ave – Level of Service C/C. Overall Level of Service Improved from D/A to C/C. Less intersection delays during PM peak for westbound traffic.
- Intersection of N. West St/Grove Ave – Level of Service Maintained.
- Intersection of W Broad St/Mason Ave – Level of Service B/B.
- Intersection of W Broad St/East Signalized Access – Level of Service B/B.
- Intersection of W Broad St/Spring St – Level of Service maintained B/A.
- Intersection of Park Ave/Spring St – Level of Service maintained A/A.
- Intersection of N. West St/Lincoln Ave – Level of Service maintained A/C.



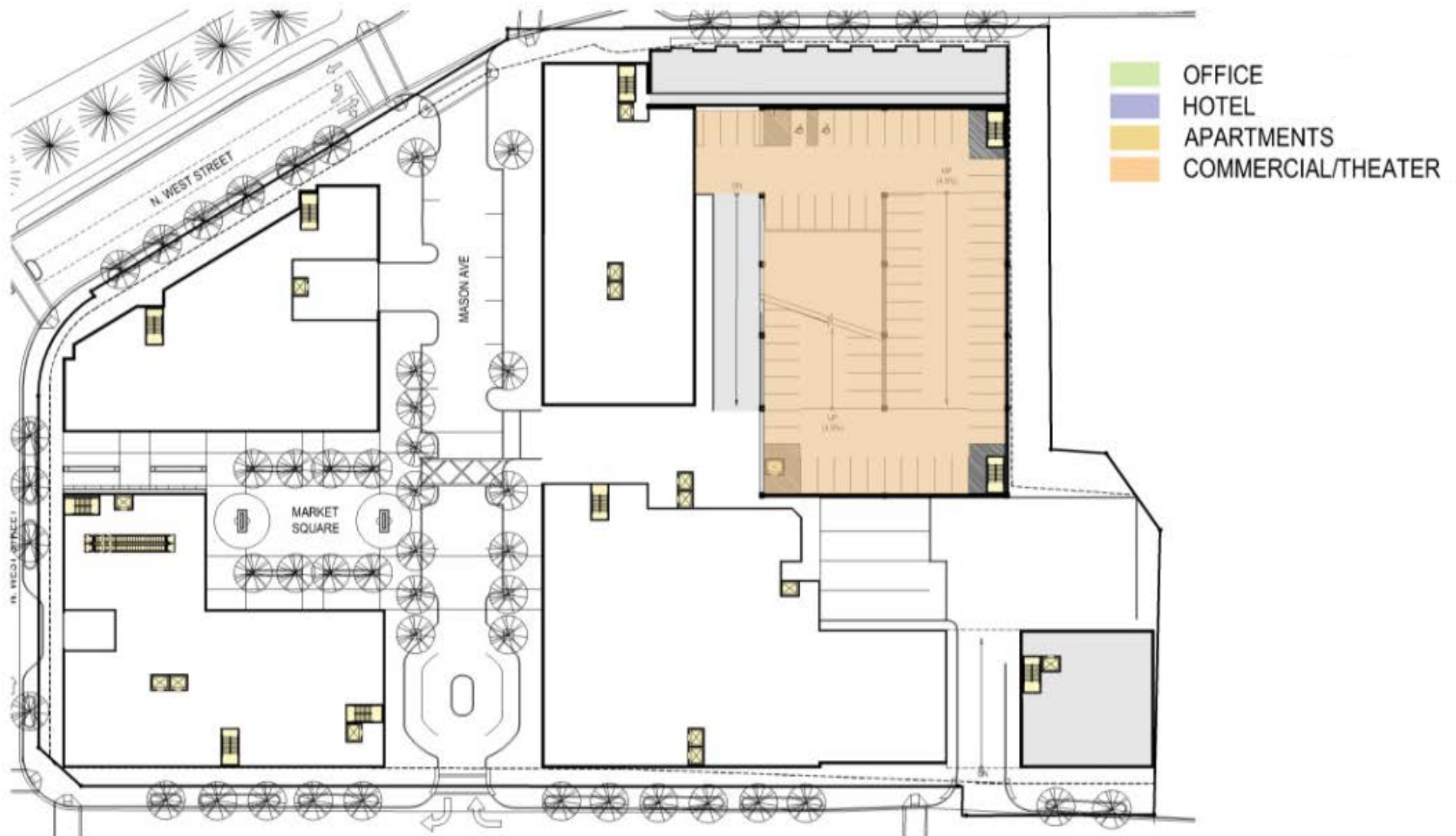
Mason Row
Falls Church, VA
October 6, 2015

GROUND FLOOR - PARKING ALOCATION TAB

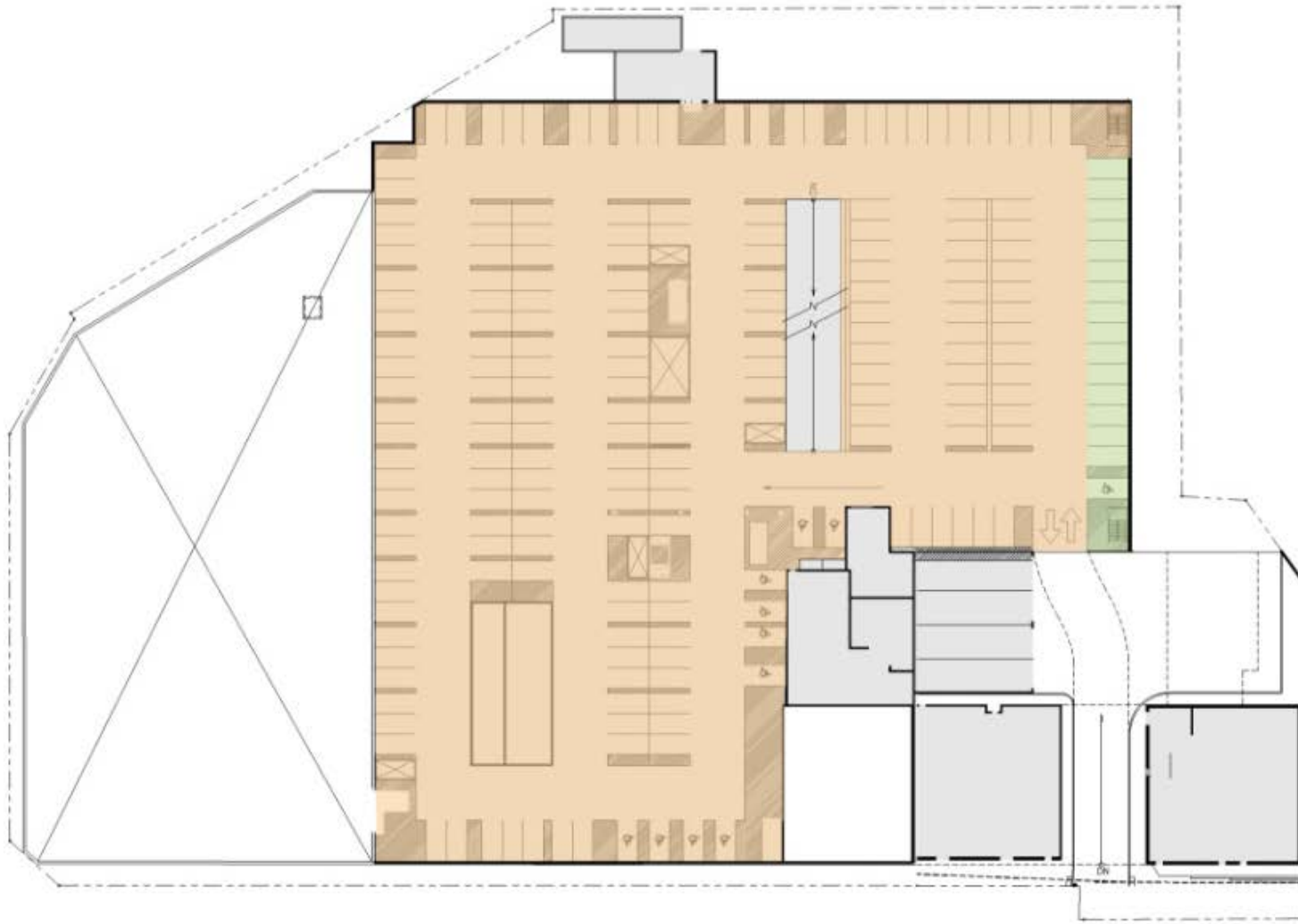


Mason Row
Falls Church, VA
October 6, 2015

MEZZ PARKING ALOCATION TAB



PARK 0 - PARKING ALOCATION TAB



OFFICE
 HOTEL
 APARTMENTS
 COMMERCIAL/THEATER



Mason Row
Falls Church, VA
October 6, 2015

PARK 1 - PARKING ALOCATION TAB



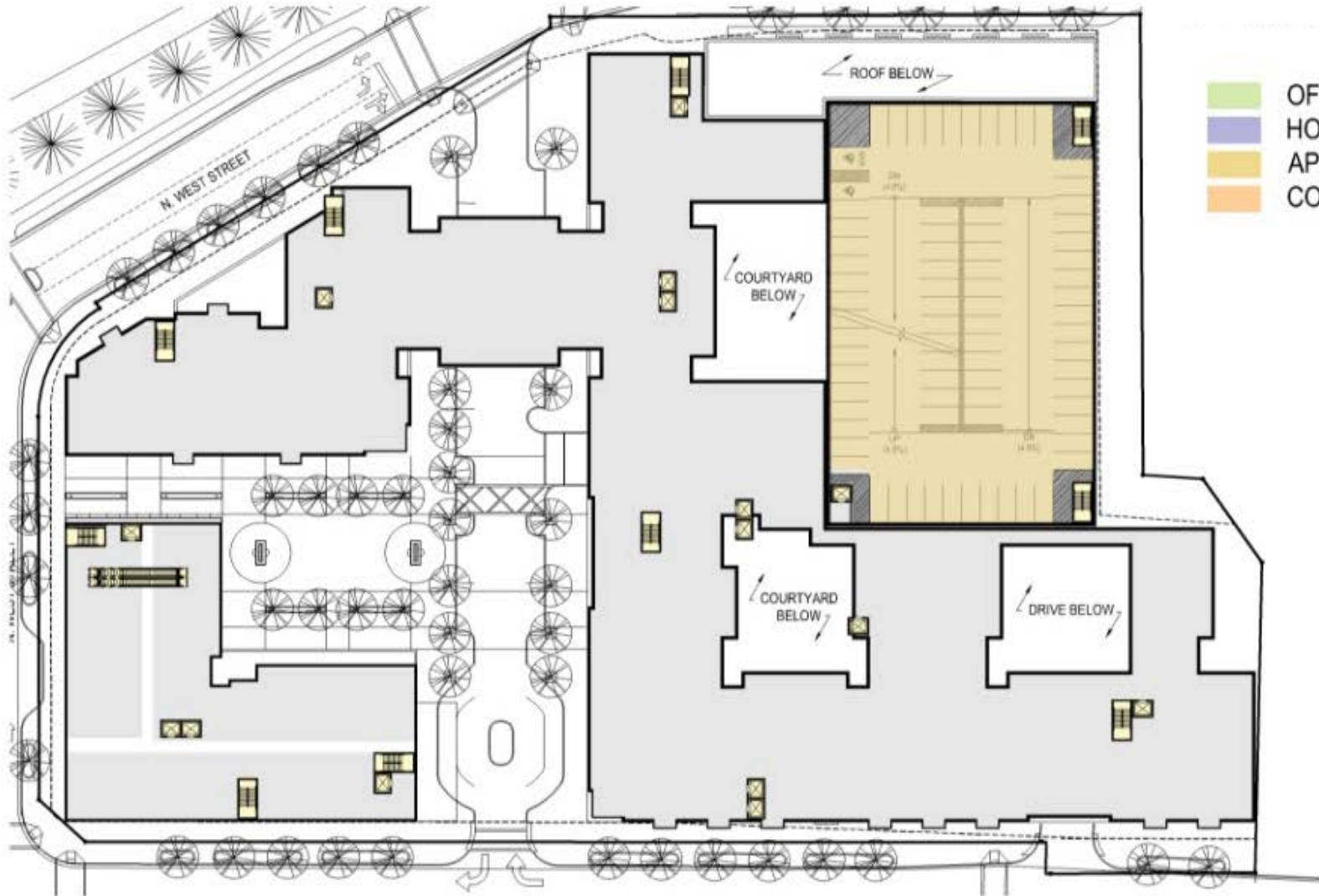
Mason Row
Falls Church, VA
October 6, 2015

PARK 2 - PARKING ALOCATION TAB



Mason Row
Falls Church, VA
October 6, 2015

2ND - 4TH FLOOR - PARKING ALLOCATION TAB



- OFFICE
- HOTEL
- APARTMENTS
- COMMERCIAL/THEATER



Mason Row
Falls Church, VA
October 6, 2015

Transportation Demand Management Measures:

- On-site vehicle sharing program.
- Unbundled parking
- Bus stop improvements
- Secure and Weatherproof bicycle parking
- Information kiosk for transportation.
- Shuttle to Metro rail.
- TDM Website and marketing plan.
- Real-time transit information and site based transportation guide.
- Live/Work/Play campaign.
- New resident/hotel guest commuter information package.
- Promote MWCOCG's guaranteed ride home program.



Mason Row
Falls Church, VA
October 6, 2015

Community Benefits:

- Cash Contributions to Schools, Library, and City Park Capital Improvements.
- Cash contributions to CATCH and to Bikeshare.
- Funding for post development traffic study.
- Affordable Dwelling Units on site (6% of all units).
- NGBS Silver certification for apartment building.
- LEED certification or equivalent for hotel building.
- Undergrounding of aerial utilities along West Street next to W & OD Trail.
- New sidewalk along north side of West Street.



Mason Row
Falls Church, VA
October 6, 2015



Questions & Answers



Mason Row
Falls Church, VA
October 6, 2015